PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Arthur Goldfarb DATE: February 15, 1990

FROM: Nancy Gurry

SUBJECT: Bucks Test Market Research

In order to measure Bucks' performance in test market, the following research is proposed:

- Consumer Telephone Tracking - to determine ad/brand awareness, trial, purchase and usage of the product. Previous brand and switching information will also be obtained.

  In both test areas (Phoenix and Birmingham) the first wave of tracking will be conducted six weeks after the start of advertising, while the second wave will begin twelve weeks after ad start. The sample will consist of 500 interviews per wave in each test market. King size non-menthol filter and non-filter smokers all qualify for interviewing and quotas have been established for sex, age and tar level. Additionally, we will be in a position to continually track the brand if necessary.

- In-market Focus Groups - to obtain an in-depth understanding of smokers' experience with and reaction to the product and ad campaign about two months following the start of advertising.

  After the first wave of telephone tracking results have been reviewed, focus group research will be scheduled approximately mid-April among king size smokers that have at least tried Bucks. As a result of Marlboro's and Camel's strength in Phoenix and Winston's development in Birmingham, four groups are scheduled for Phoenix and two for Birmingham. To be eligible, smokers must have tried Bucks or smoke it regularly. Below shows the proposed schedule:

	Age	Sex	Smoker Type
Phoenix:			
	18-30 years	Male	Marlboro Red
	18-30 years	Male	Marlboro Lights
	18-30 years	Male	Camel/Camel Lights
	18-40 years	Female	Cross-section king size
Birmingham:			
	18-40 years	Male	Full flavor, Winston
	18-40 years	Male	Flavor low, Winston Lights

Bucks' performance in test will determine if future studies should be implemented.

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cc: D. Beran J. Green R. Mikulay
J. Bonhomme C. Levy M. Verscaj

Source: https://www.industrydocuments.ucsf.edu/docs/ptmj0004